

## Claims

- [c1] 1. In a marketplace for a given product, that adopts *The Integrated Marketplace Model*/a method comprising: each buyer selecting one or more default sellers and, if there is more than one such seller, indicating how his demand for this product for a given period, P, is to be split among these sellers.
- [c2] 2. The method of claim 1, further comprising each seller presenting any buyer that has selected him as a default seller with a proposed delivery of a specified quantity of this product.
- [c3] 3. The method of claim 2, further comprising a buyer altering or canceling each proposed delivery within an agreed period, Q, after its seller presents it.
- [c4] 4. The method of claim 3, further comprising, at the end of period Q each proposed delivery becoming a confirmed delivery unless the proposed delivery has been cancelled.
- [c5] 5. The method of claim 4, wherein, if a buyer is an end-user, a proposed delivery concerning a quantity of the product determined by reference to this buyer's current and reserve inventory, a forecast of future usage, and the buyer's wishes regarding what proportion of his demand for this product for the period P is to be assigned to the seller.
- [c6] 6. The method of claim 5, wherein if the buyer is not an end-user, a proposed delivery concerns a quantity of the product determined by reference to the buyer's current and reserve inventory, the unfulfilled confirmed deliveries received by the buyer, and the buyer's wishes regarding what proportion of his demand for this product for the period P is to be assigned to the seller.
- [c7] 7. In a marketplace for a given product, that adopts *The Integrated Marketplace Model*/a method comprising: each wholesaler calculating the wholesale price per unit of that product during a given period, R, to each retailer as a percentage (agreed with that retailer) of the average retail price.
- [c8] 8. The method of claim 7, further comprising this wholesaler agreeing with this

retailer the type of retail average base to be used and the average method to be used.

[c9] 9. In a marketplace for a given product, that adopts *The Integrated Marketplace Model*/a method comprising: each originator calculating the originator price per unit amount of that product during a given period, S, to each wholesaler as a percentage (agreed with that retailer) of the average wholesale price.

[c10] 10. The method of claim 9, further comprising this originator agreeing with this wholesaler the type of wholesale average base to be used and the average method to be used.

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